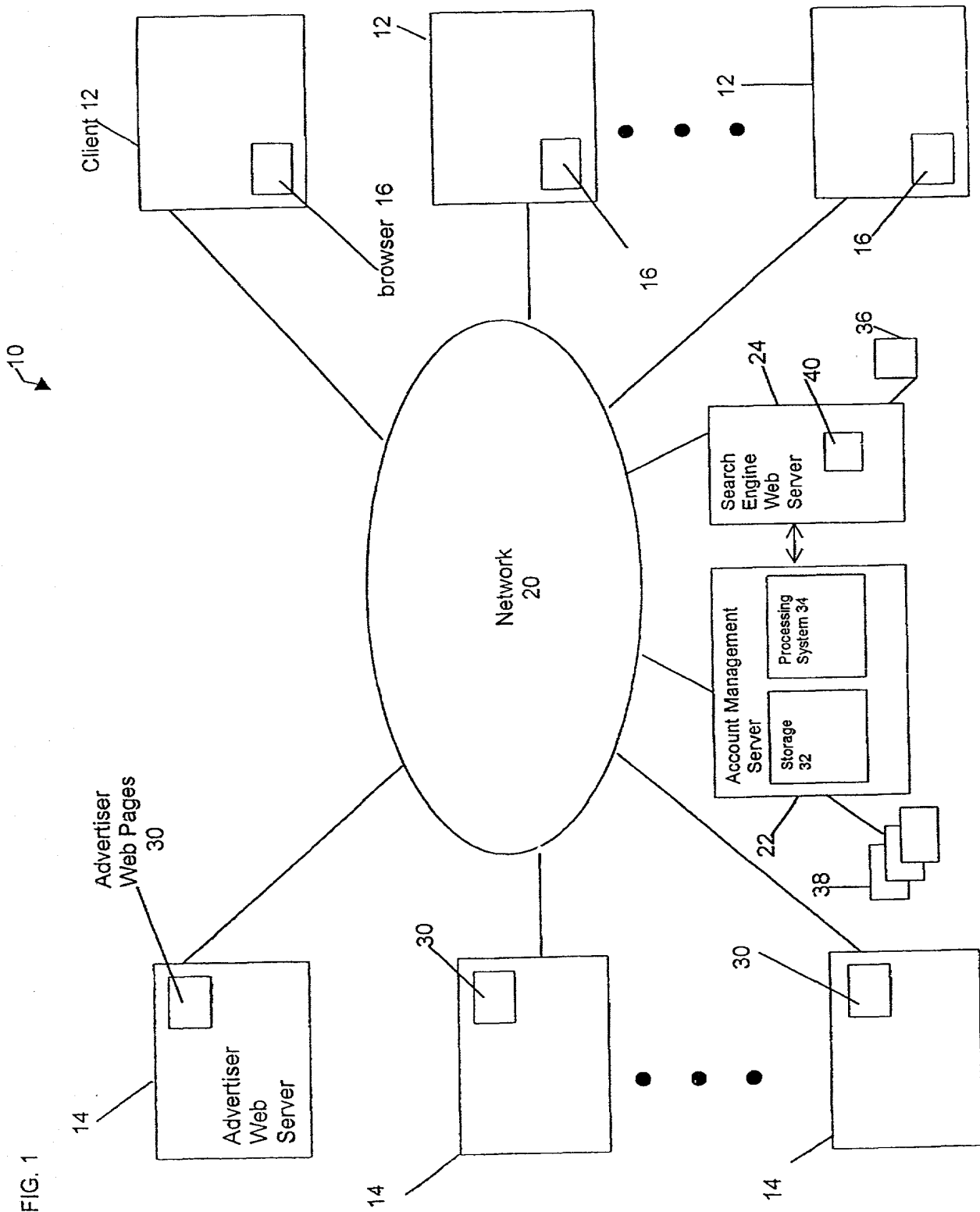


FIG. 1



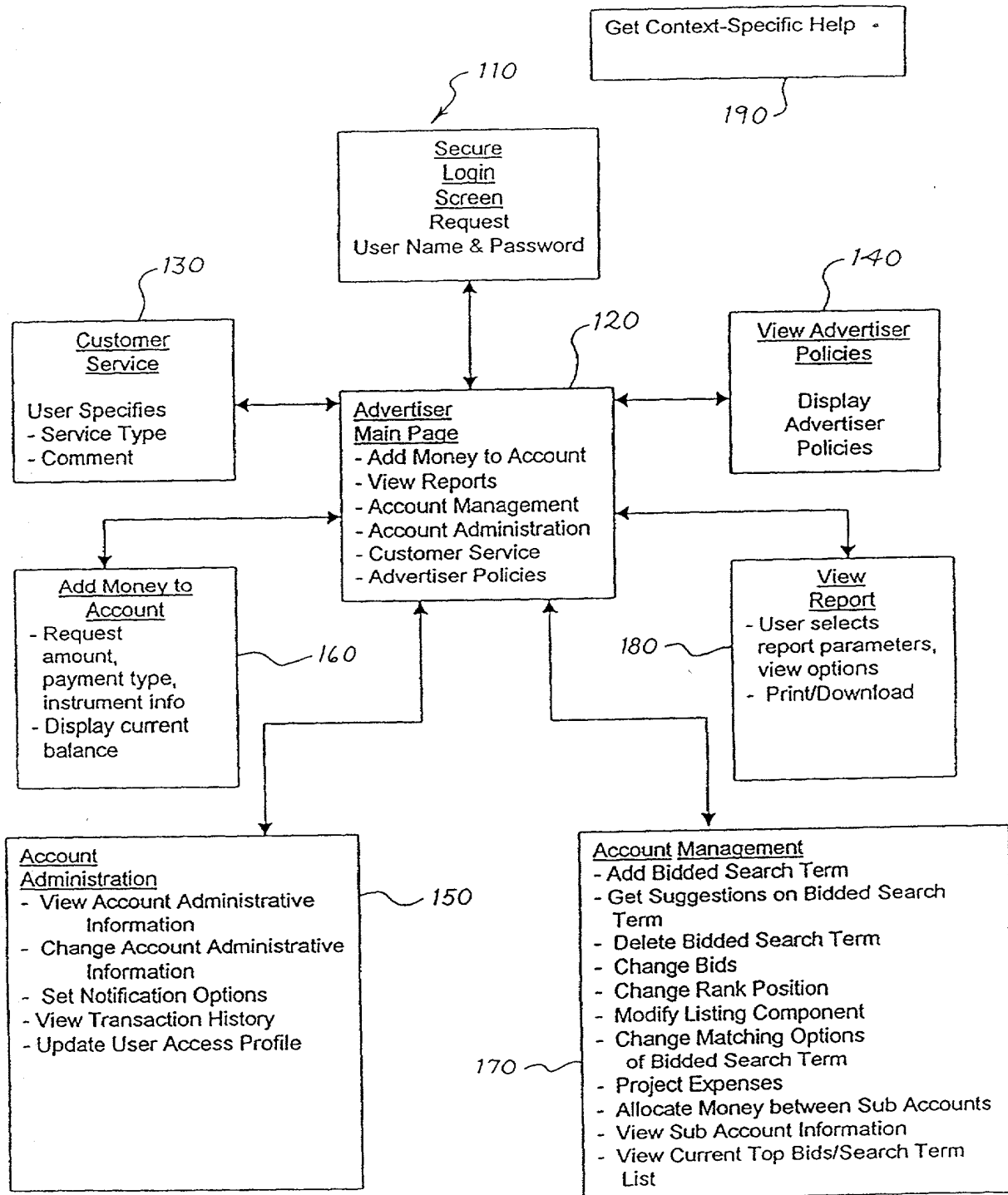
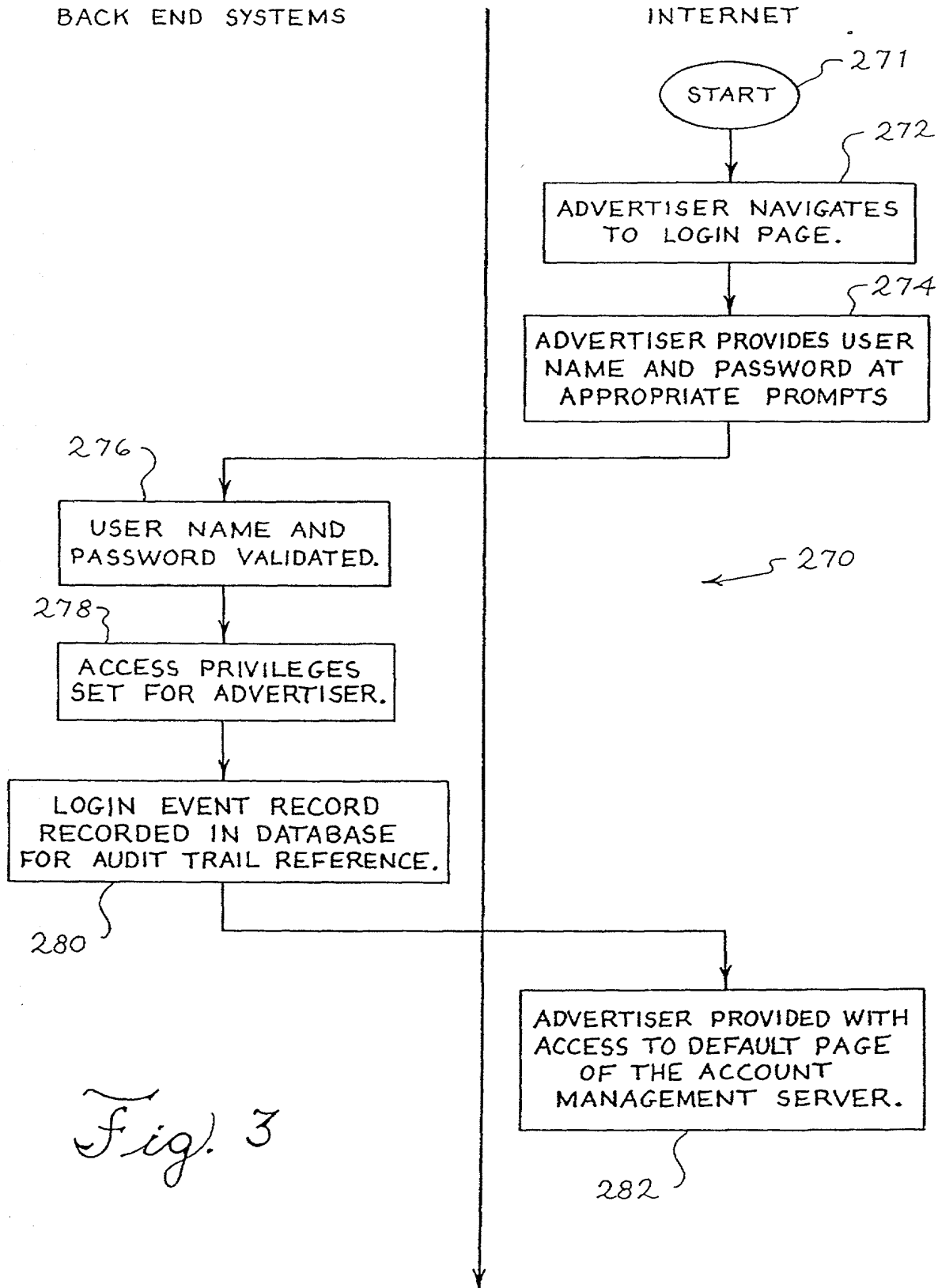
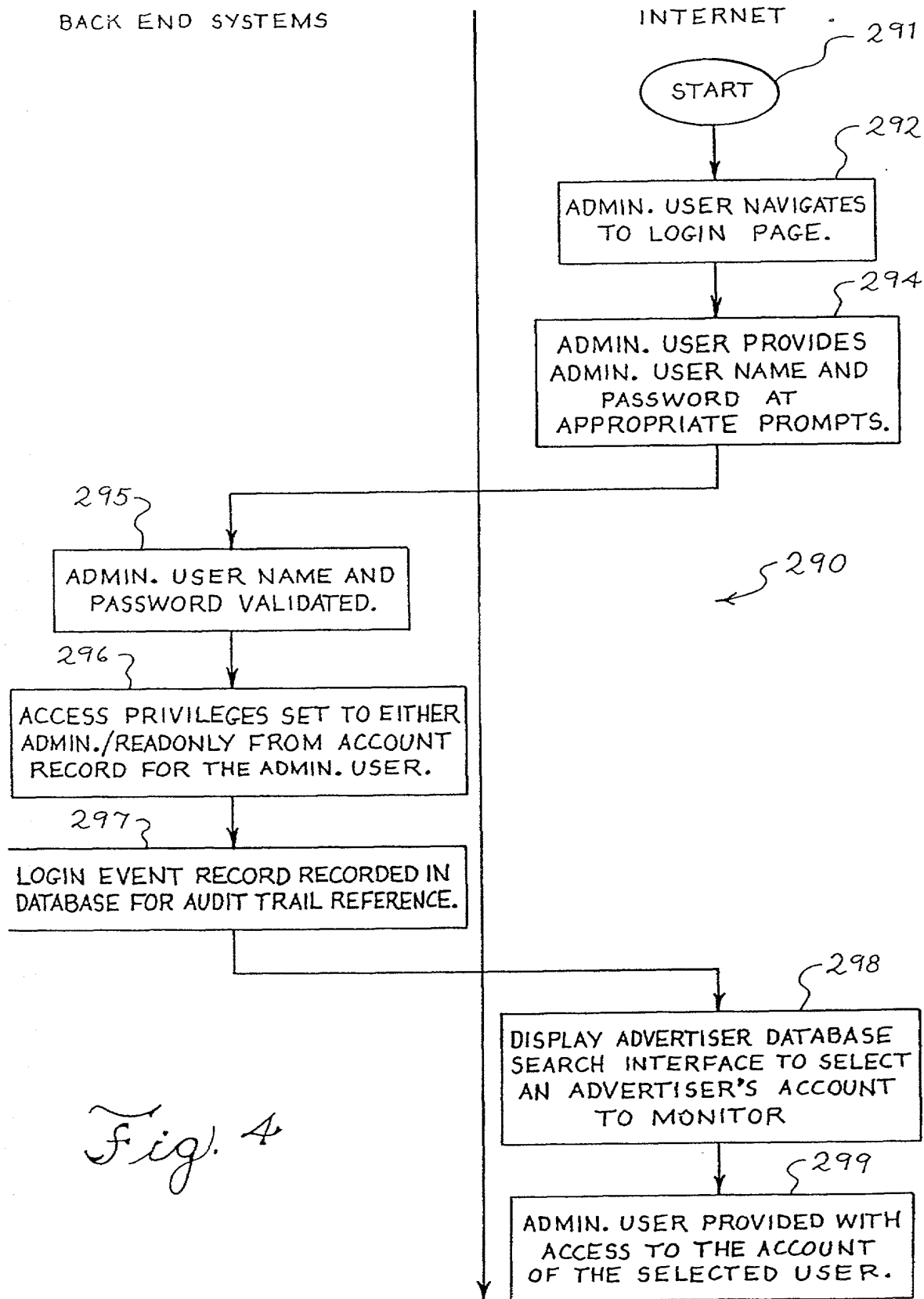


Fig. 2





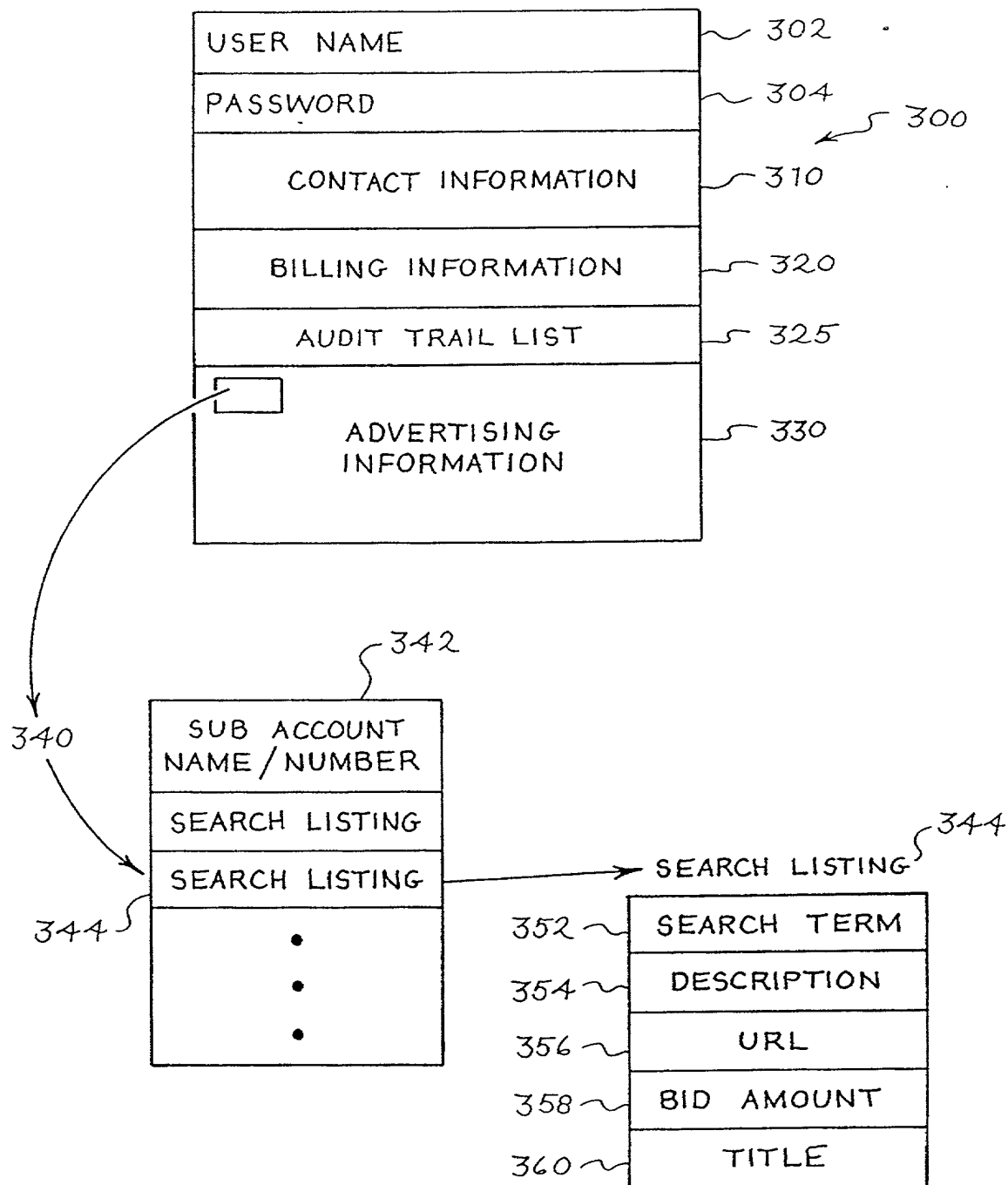


Fig. 5

*Fig. 6*

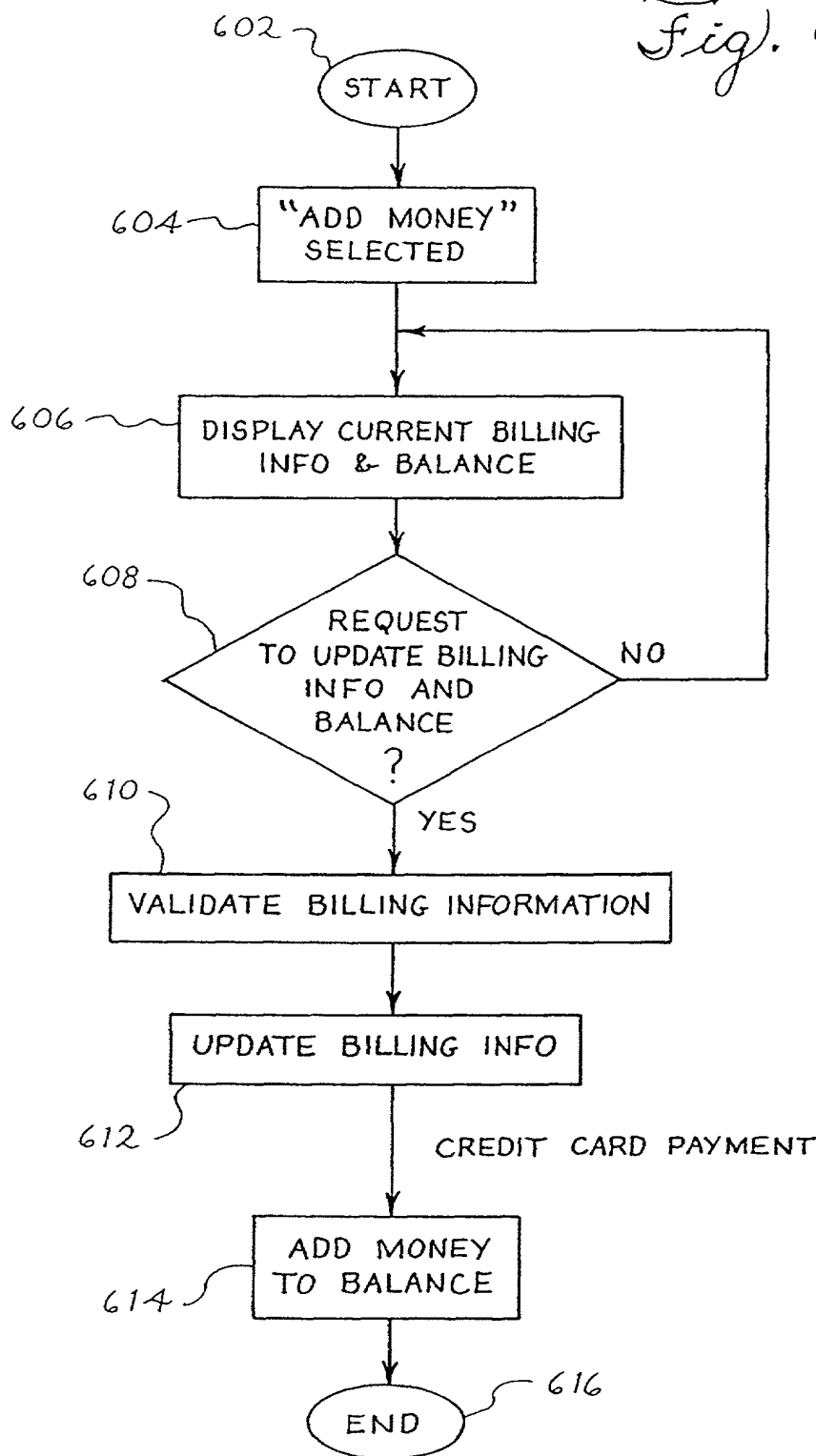
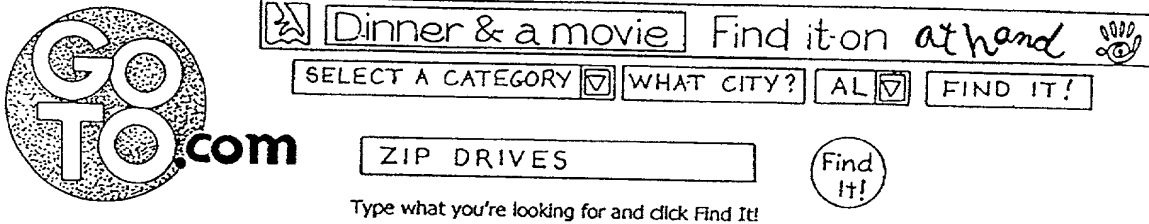


Fig. 7



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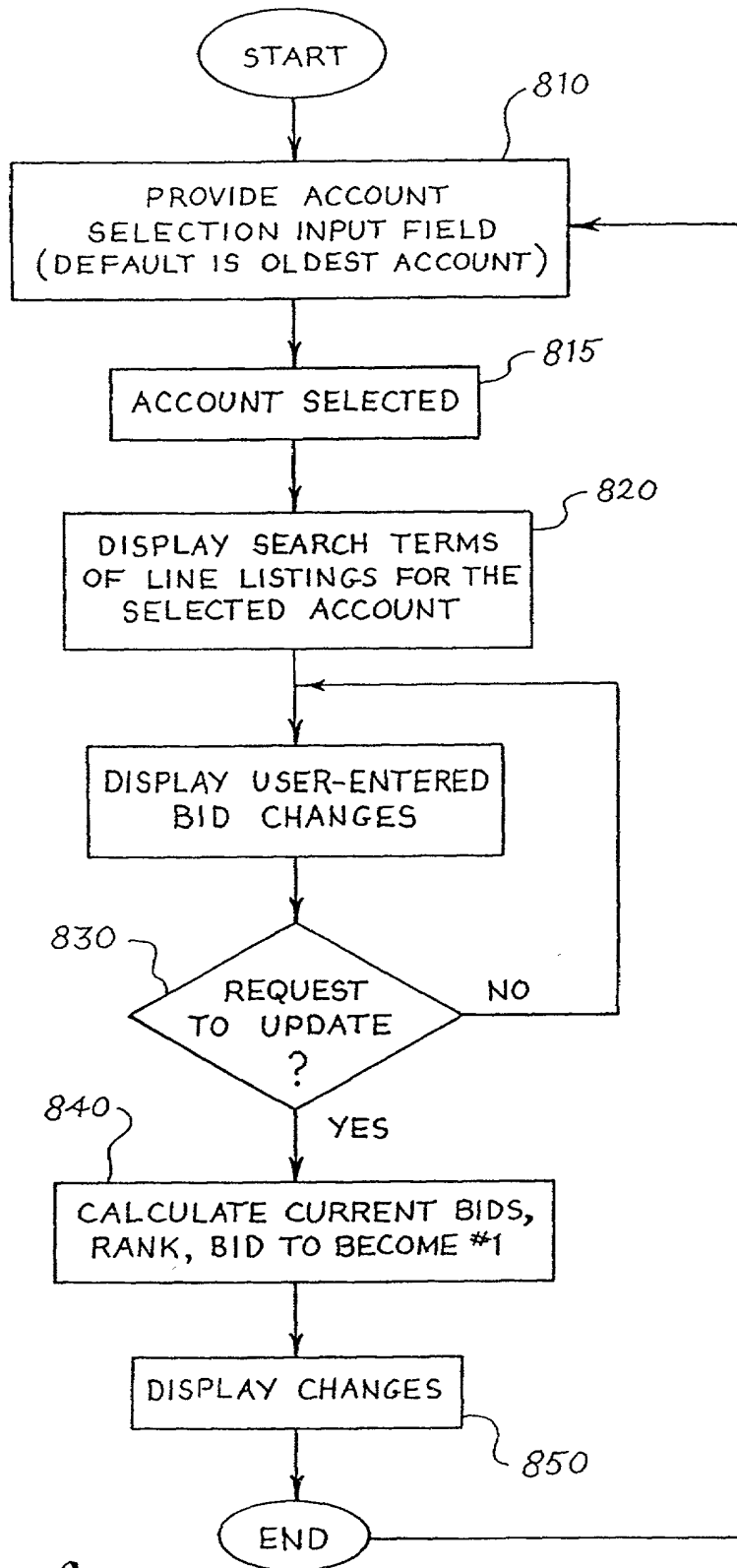


Fig. 8



900

910

CAMPAIGN #1

▼

920

PAGE 1

▼

902
904
906
907

SEARCH TERM	CURRENT BID	CURRENT RANK	BID TO BECOME #1	NEW BID
CAR	0.01	10	1.00	0.01
AUTO	0.10	5	2.00	0.12
AUTOMOBILE	0.13	2	1.50	0.15

UPDATE BIDS

908

912

Fig. 9

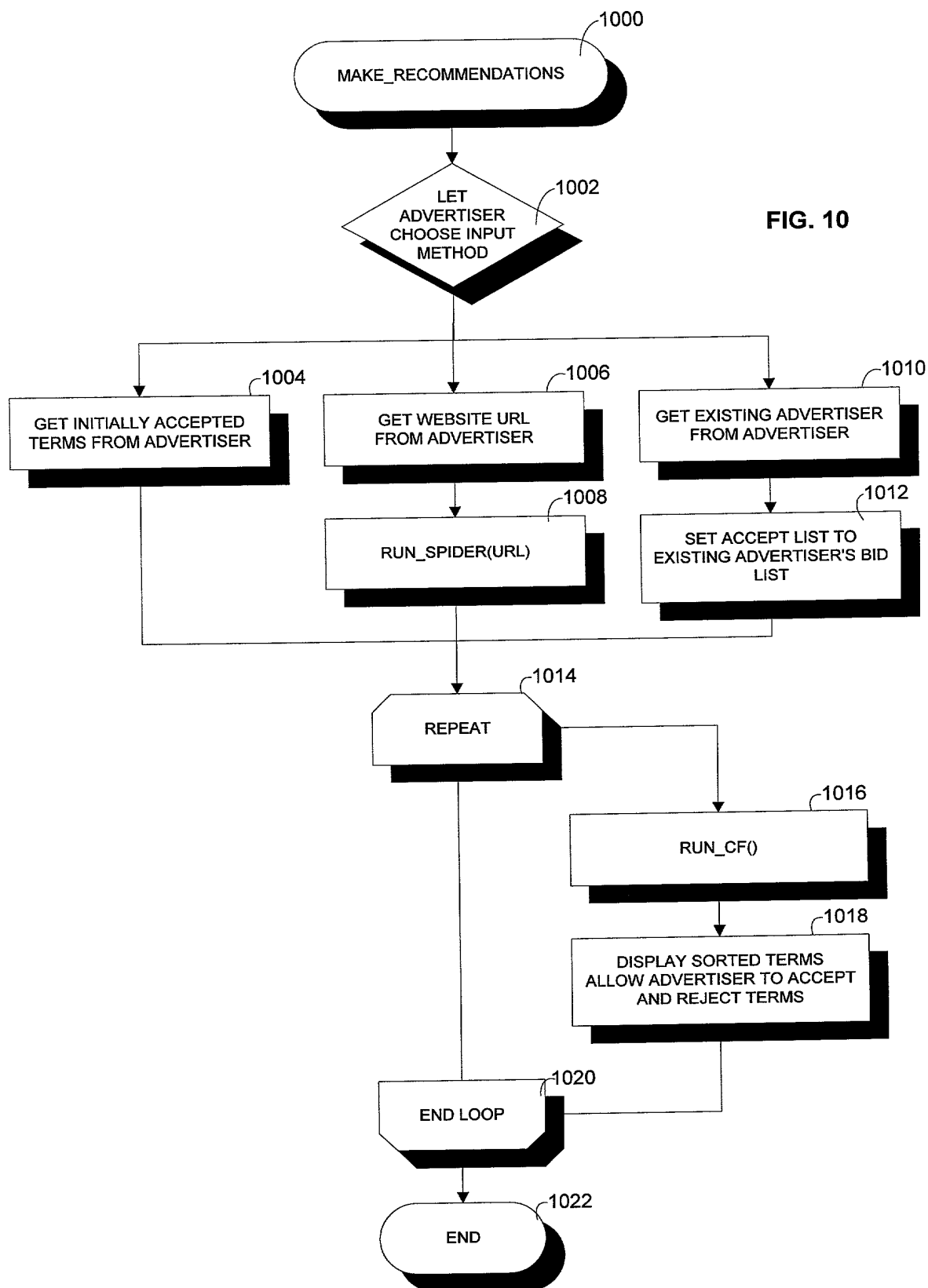


FIG. 11

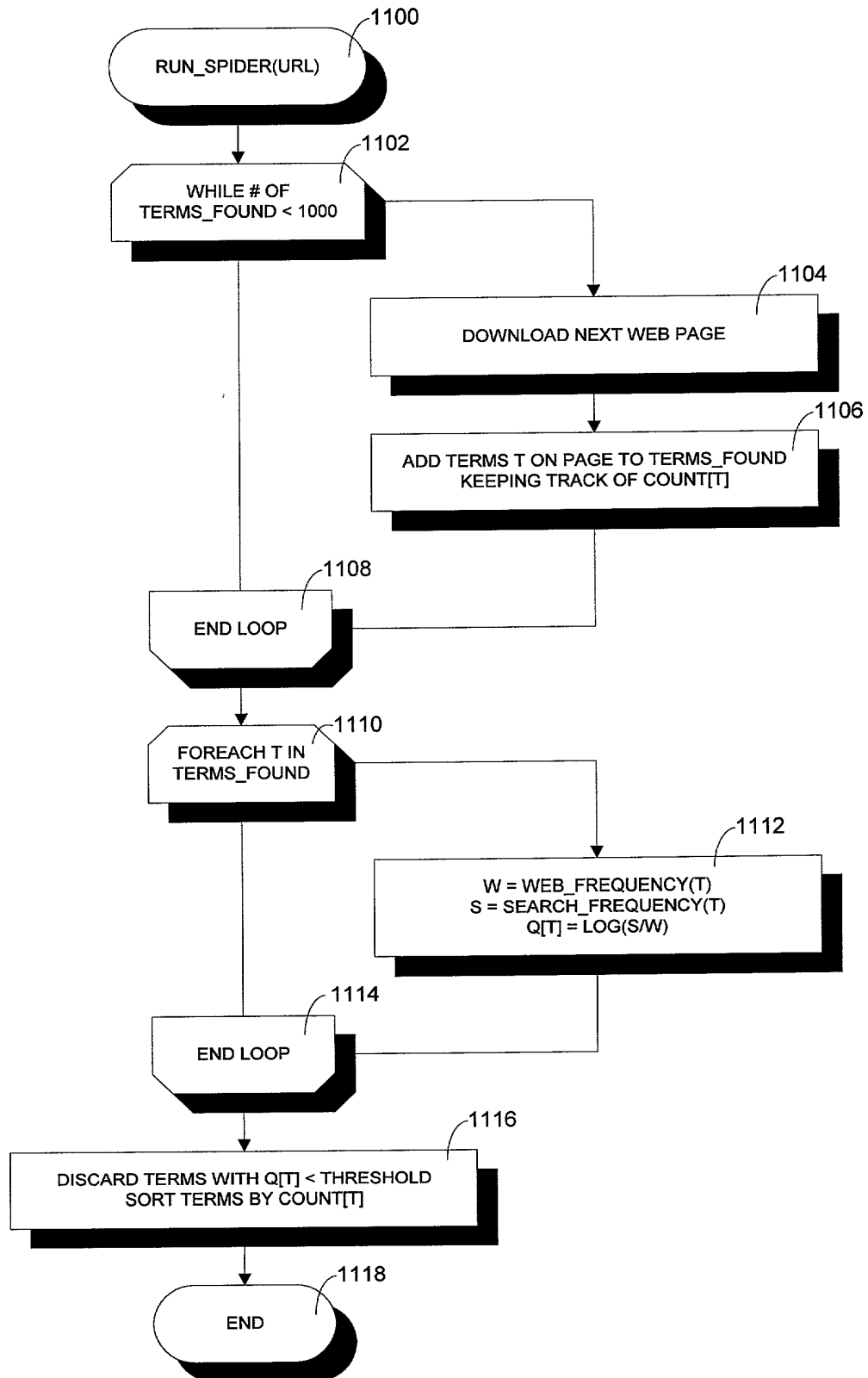


FIG. 12

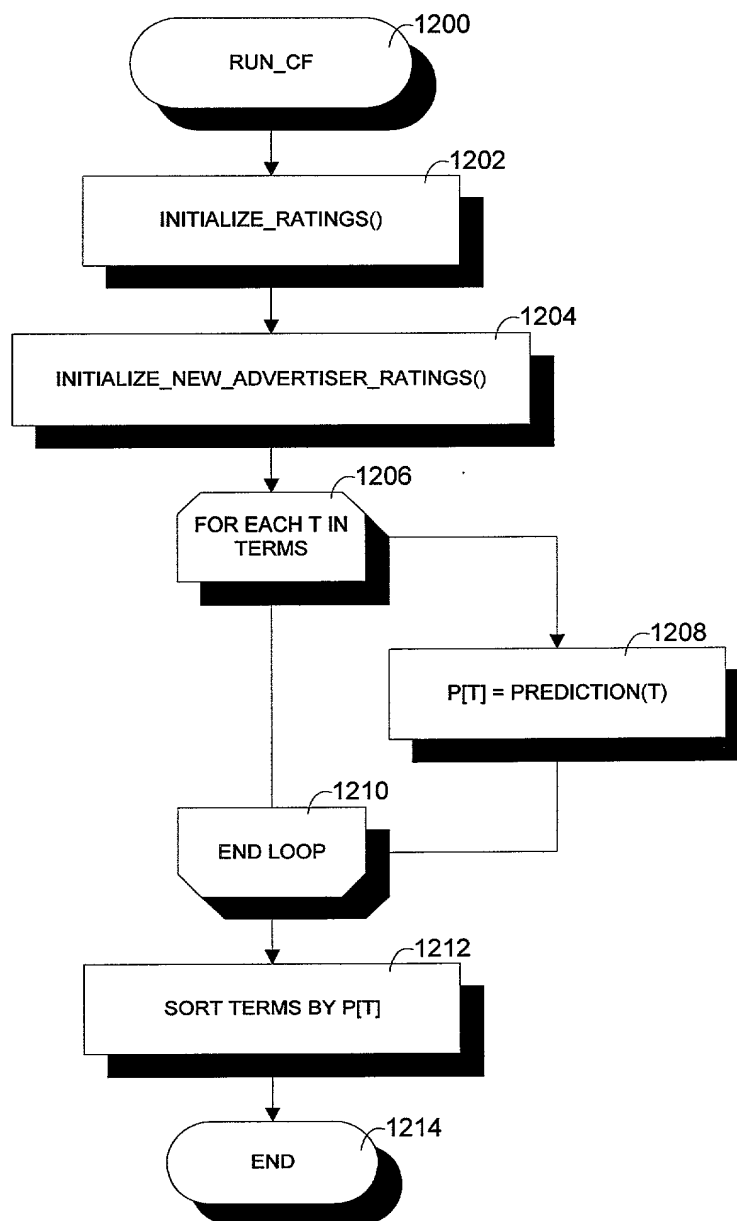


FIG. 13

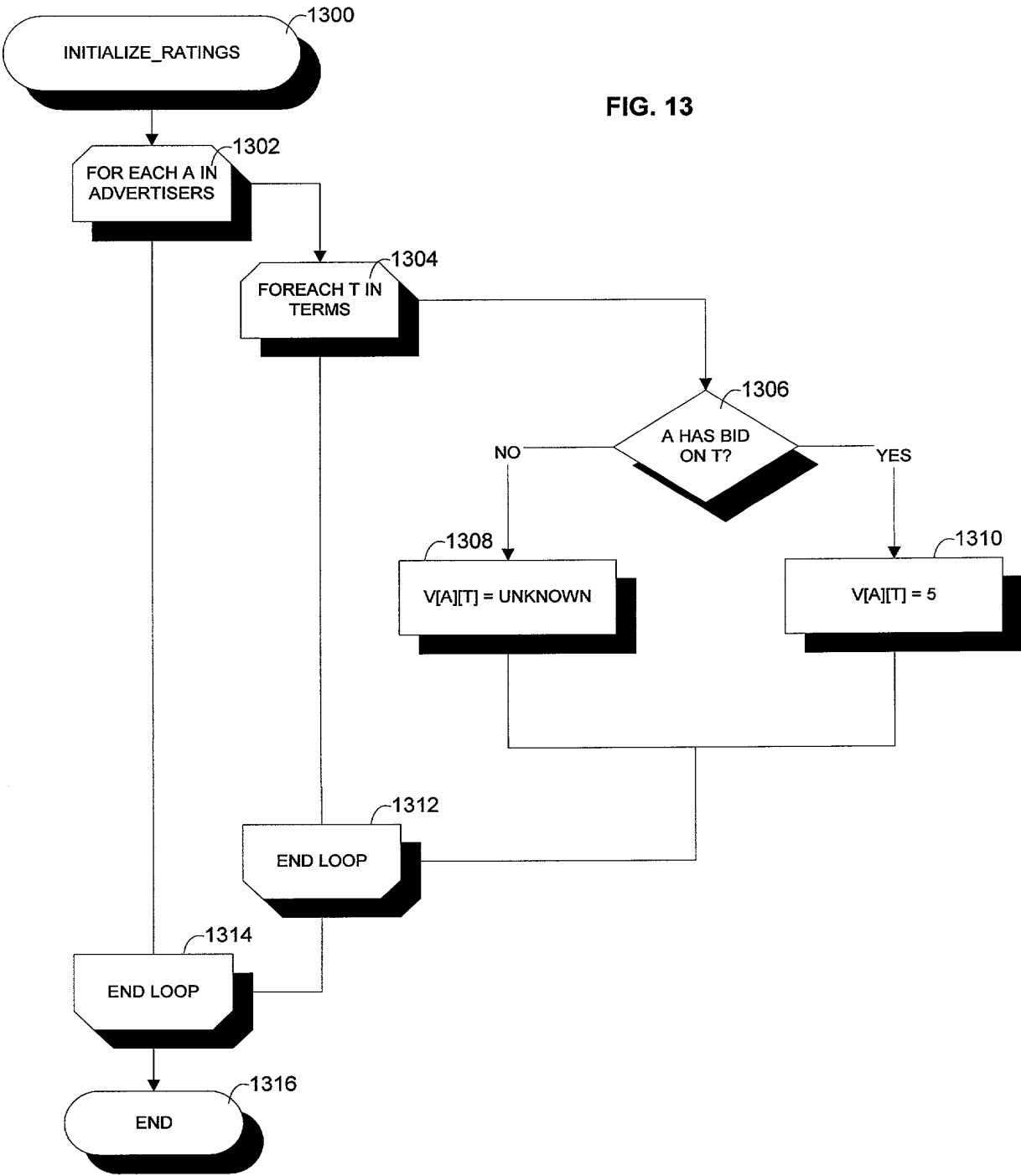
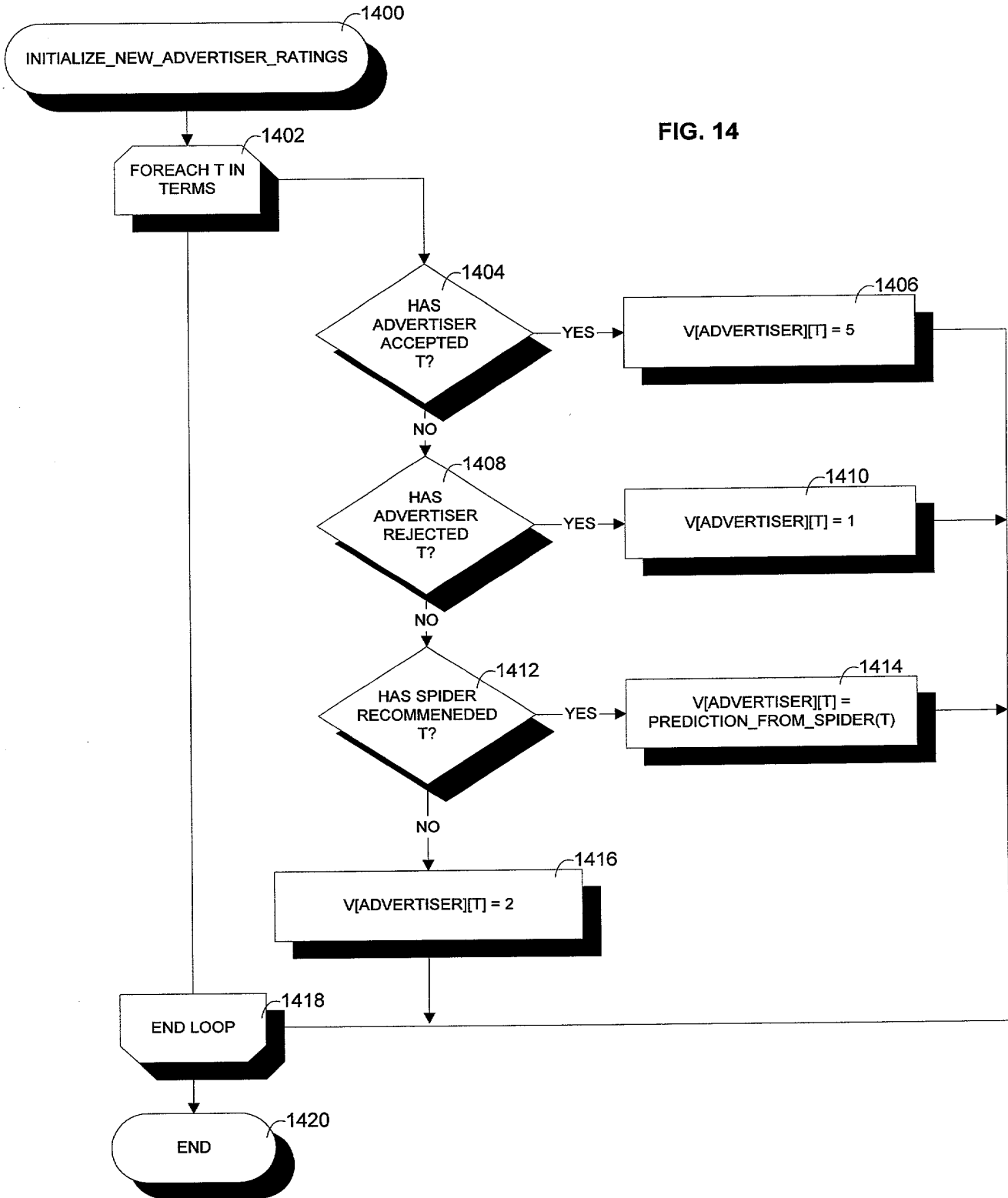
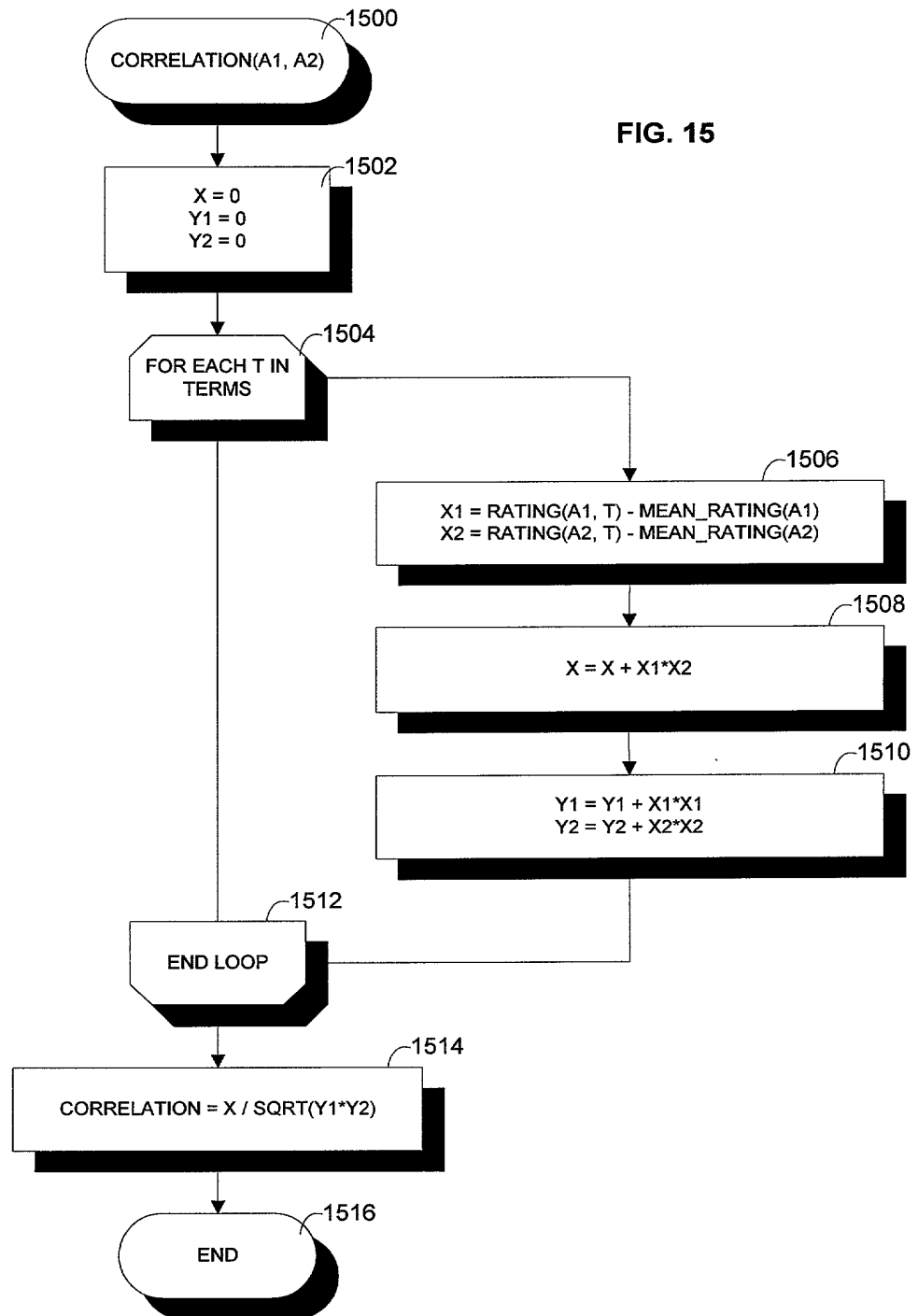
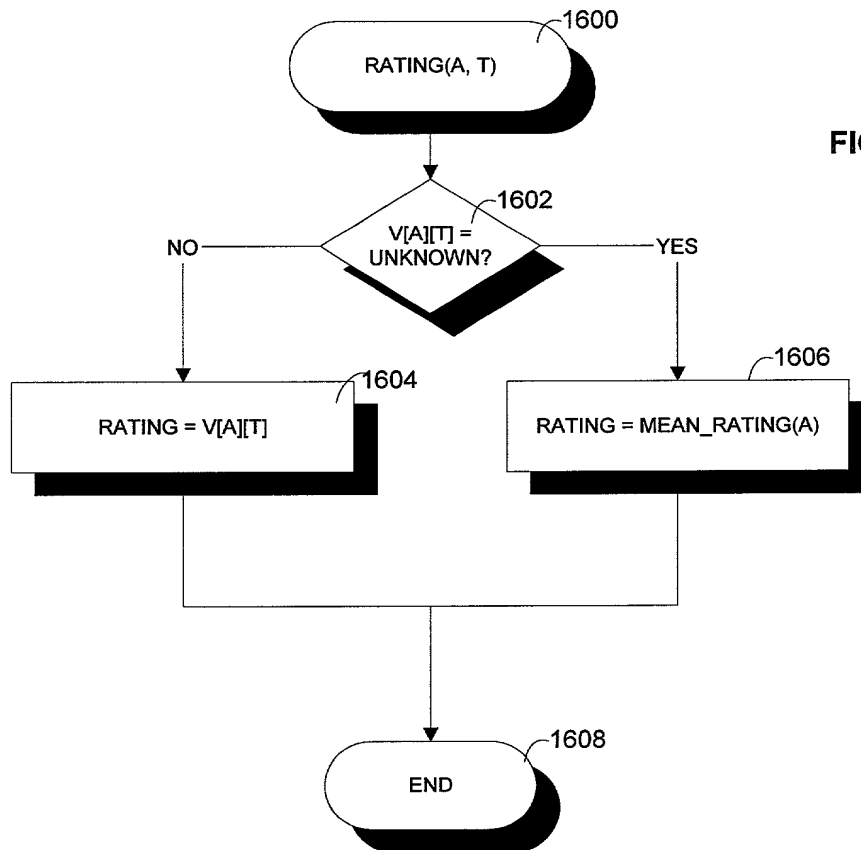


FIG. 14









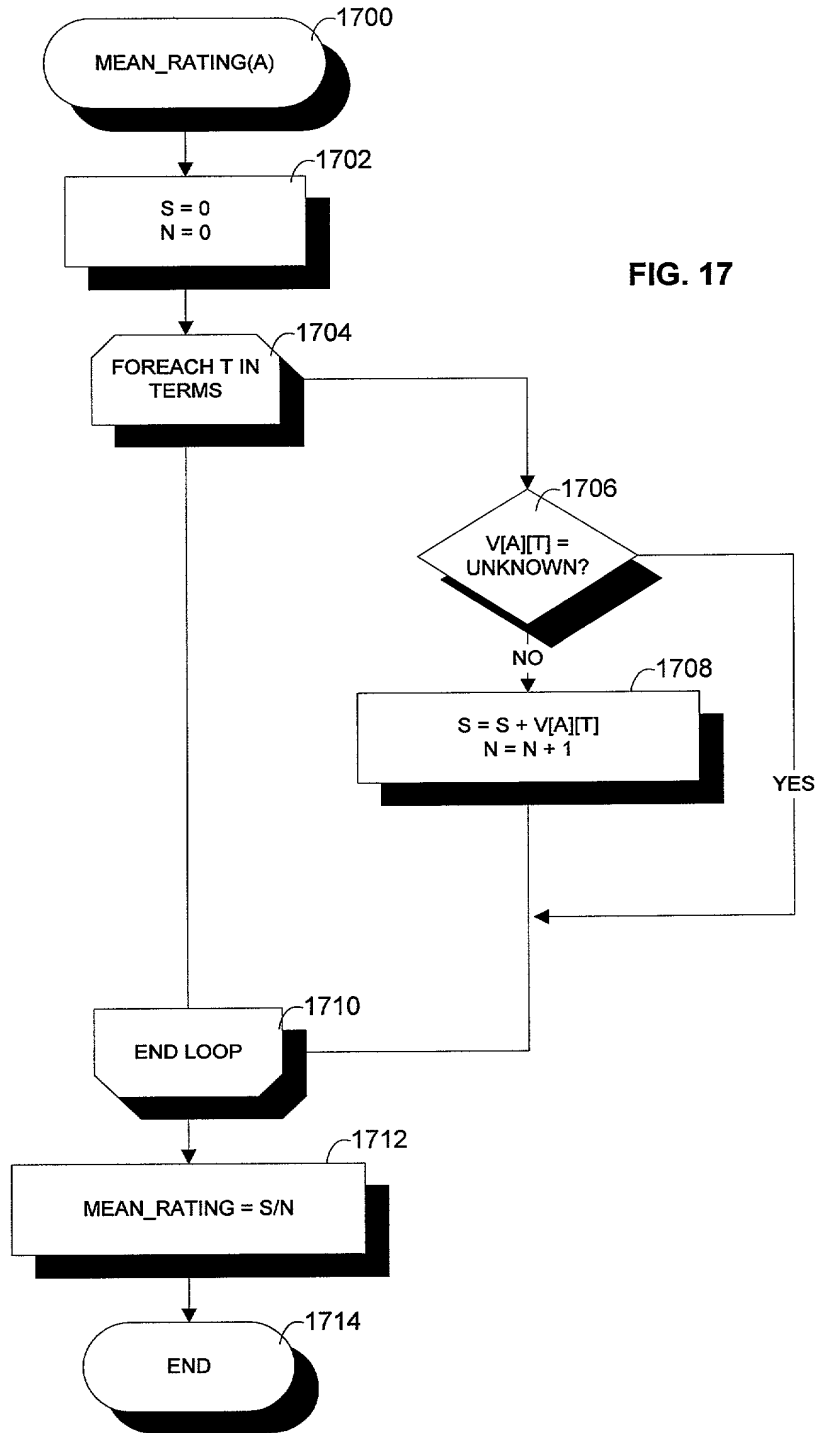


FIG. 18

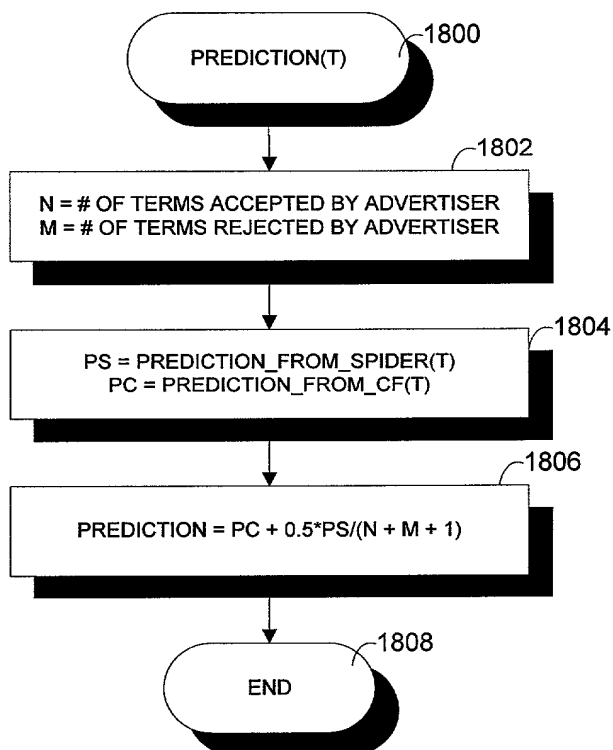


FIG. 19

